

**Franklin County Tourist Development Council
Board of Directors
Special Meeting and Committees Meetings
Eastpoint Visitors Center
Wednesday, February 24, 2016, 2 P.M.**

MINUTES

SPECIAL MEETING

In Attendance: Commissioner Cheryl Sanders, Mayor Brenda LaPaz, Commissioner Frank Cook, Beverly Hewitt, Rex Pennycuff, Diana Prickett, Chester Reese, Janalyn Dowden, Walter Armistead

Recording: Curt Blair, Laura Graham, Jean Lane

Guests: Mike Horvath, George Pruitt, Atul Patel

Commissioner Sanders called the meeting to order at 2:00 p.m.

There was prayer and Pledge of Allegiance.

A quorum was established.

Commissioner Sanders asked for approval of the minutes.

Motion to approve the February 10, 2016 Board Meeting minutes.

Motion: Pennycuff. Second: Hewitt. Passed.

Armory Payment Review was postponed until next meeting, March 23, 2016.

Mr. Blair asked the board if there were any questions for discussion on the Camp Gordon Johnston Contract presented to the board for review at the last board meeting on 2.10.16. There were no changes.

Motion: To approve the Camp Gordon Johnston contract as presented by the County Attorney.

Motion: LaPaz. Second: Reese. Passed.

George Pruitt, Eastpoint Volunteer Fire Department presented a request for a special grant to support the EPVFD's 15th Annual Rib Cook-off on March 19, 2016. The Board was in consensus to approve up to \$1500 for out of area marketing for the EPFD Rib Cook event.

Board meeting adjourned at 2:25pm.

COMMITTEE MEETINGS

Admin/Budget Committee: No meeting

Grant Committee: No meeting

Marketing Committee:

Mr. Blair presented the Committee with an opportunity to coop with the Apalachicola Chamber of Commerce for a billboard advertisement in Tallahassee for the Apalachicola Antique Boat Show. The committee decided against the request at this time.

Mr. Blair presented a review of the 2015-16 Marketing Strategy. There was discussion by the Committee.

Rex Pennycuff suggested adding in the mid week stay incentive program.

Mayor LaPaz requested some marketing promotions of the Franklin County airports.

Motion to approve the Marketing Strategy as amended to take to the FCTDC board for approval.

Motion: LaPaz. Second: Hewitt. Passed.

Meeting adjourned at 3:25 p.m.